

### Amendments to Claims:

Claim 1 (Currently Amended): An article of manufacture for compiling and maintaining information for use in ~~routing and~~ transmitting content to a machine via a network, comprising:

a computer-readable medium including information for use in transmitting content to a machine;

§1 wherein the medium includes fields for specifying an identification of the machine, an address of the machine, and user-profile information for a unique user, ~~for use in determining a type of content to transmit to the machine,~~ the user-profile information being specified in a donut as an hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure which includes at least one attribute expressed as a mean value pair that further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second donut, machine the donut and at least one second donut being adapted for use in determining the content to transmit to the machine.

✓ Claims 2 - 4 (Cancelled).

Claim 5 (Currently Amended): The article of manufacture of claim [[2]] 1 wherein the medium specifies information identifying a room to which the unique user is assigned for a chat service.

Claim 6 (Currently Amended): The article of manufacture of claim 5 wherein the medium specifies information identifying at least one second user assigned to members of the room for the chat service.

Claim 7 (Currently Amended): The article of manufacture of claim 1 wherein the computer-readable medium further specifies an indication of a directory for use in transmitting ~~obtaining~~ ~~instructions for routing~~ the content.

31 Claim 8 (Currently Amended): The article of manufacture of claim 1 wherein the medium includes the user-profile information for use in selecting content from at least one of the following ~~to transmit to the machine~~: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

✓ Claim 9 (Cancelled).

Claim 10 (Original): The article of manufacture of claim 1 wherein the medium specifies the address of a personal computer, a television, a cable box, a satellite box, a video game console, or a personal digital assistant.

Claim 11 (Currently Amended): A method for compiling and maintaining information for use in ~~routing and~~ transmitting content to a machine via a network by specifying particular fields within a computer-readable medium, comprising:

receiving information for use in generating a user profile for a unique user;

specifying ~~in the medium~~, using the information, an identification of a machine, an address of the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

storing the user-profile information as a donut, wherein the donut utilizes in an hierarchical attribute value pair data structure, ~~the hierarchical attribute value pair data structure~~ further which includes at least one mean value pair that comprising a data structure wherein at

~~least one attribute value pair~~ is independent of the hierarchical structure and is adapted for being shared with at least one second ~~donut machine~~.

Claim 12 (Currently Amended): The method of claim 11, further comprising:

specifying in the ~~donut medium~~ at least one attribute[[s]] of a user associated with the ~~client machine user profile information~~; and

specifying in the ~~donut hierarchical structure~~ hierarchical relationships among the at least one attributes.

✓ Claims 13 - 15 (Cancelled).

Claim 16 (Currently Amended): The method of claim ~~15~~ 12 wherein the specifying step comprises specifying in the ~~donut medium~~ information identifying at least one member[[s]] of a ~~the room for a~~ the chat service.

✓ Claims 17 - 18 (Cancelled).

Claim 19 (Currently Amended): The method of claim 16[[12]], further comprising querying the user in order to obtain the user-profile information.

Claim 20 (Cancelled).

Claim 21 (Currently Amended): The method of claim 19[[11]], further comprising dynamically updating the user-profile information.

Claim 22 (Original): The method of claim 21 wherein the dynamically updating step comprises:

monitoring activity of a user associated with the user-profile information; and  
updating the user-profile information based upon the monitored activity.

Claim 23 (Cancelled).

Claim 24 (Currently Amended): The method of claim 11 wherein the specifying step comprises specifying the user-profile information for use in selectively transmitting at least one survey question[[s]] to the user.

Claim 25 (Original): The method of claim 11 wherein the specifying step comprises specifying the address of a personal computer, a television, a cable box, a satellite box, video game console, or a personal digital assistant.

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Claim 26 (Currently Amended): A method of accessing information for use in ~~routing and~~ transmitting content to a machine via a network, comprising:

establishing a network connection with ~~from~~ a first machine;

accessing via the network connection a[[n]] ~~donut hierarchical attribute value pair data structure stored in a computer readable medium, the~~ comprising a hierarchical attribute value pair data structure which includes at least one attribute expressed as a mean value pair that further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine; wherein the donut includes at least one attribute that identifies at least one of the first machine, an address associated with the first machine and user-profile information for a unique user; and

transmitting ~~information~~ via the network connection at least one of for specifying in the data structure an identification of the first machine, the an address of the first machine, and the user-profile information for a unique user, ~~for use in determining a type of content to transmit to the~~ second machine.

Claim 27 (Currently Amended): The method of claim 26, further comprising storing the donut data structure in a memory associated with at least one of the first machine and the second machine.

Claim 28 (Currently Amended): The method of claim 26, further comprising storing the donut data-structure in a memory associated with a server having the network connection with the first machine.

Claims 29 – 30 (Cancelled).

Claim 31 (Currently Amended): The method of claim 26, further comprising selecting, based upon the user-profile information, at least one of the following for transmission to the first machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

Claim 32 (Currently Amended): An apparatus for accessing information for use in routing and transmitting content to a machine via a network, comprising:

a network module for establishing a network connection with ~~from~~ a machine;

an access module for accessing, via the network connection, a donut having at least one attribute expressed as a mean value pair within an hierarchical attribute value pair data structure ~~stored in a computer-readable medium, the hierarchical attribute value pair data structure further comprising a data structure wherein~~ at least one attribute mean value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine; and

a transmit module for transmitting information via the network connection for specifying in the donut at least one of ~~data-structure~~ an identification of the machine, an address of the machine, and user-profile information for a unique user, for use in determining a type of content to transmit to the machine.

Claim 33 (Currently Amended): The apparatus of claim 32, further comprising a store module for storing the donut ~~data-structure~~ in a memory associated with the machine.

Claim 34 (Currently Amended): The apparatus of claim 32, further comprising a store module for storing the ~~donut data structure~~ in a memory associated with a server having the network connection with the machine.

✓ Claims 35 – 36 (Cancelled).

Claim 37 (Original): The apparatus of claim 32, further comprising a selection module for selecting, based upon the user-profile information, at least one of the following for transmission to the machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

Claim 38 (Currently Amended): The article of manufacture of claim 1, wherein the medium includes information identifying user-profile information selected from the group consisting of: a hobby of the unique [[a]] user; spending habits of the unique user; viewing habits of the unique user; demographic information about the unique user; and information concerning a Universal Resource Locator viewed by the unique user.

✓ Claims 39 - 42 (Cancelled).

Claim 43 (Currently Amended): The article of manufacture of claim 1, wherein the medium includes information identifying at least one type of content to transmit to the machine selected from the group consisting of: advertising content, sport content, music content, audio content, program suggestions, entertainment content, live content, pre-recorded content, non-commercial content, news content, game show content, and educational content.

Claim 44 (Currently Amended): The article of manufacture of claim ~~[[1]]~~43, wherein the content is transmitted to the ~~[[a]]~~ machine via at least one hub of a distributed community network.

Claim 45 (Previously presented): The article of manufacture of claim 44, wherein the at least one hub of a distributed computer network transmits content utilizing at least one communications medium selected from the group consisting of: the Internet, an intranet, radio frequency broadcast, wireless connection, satellite broadcast, cable, telephone circuit, fiber optics, a public network, and a private network.

✓ Claim 46 (Cancelled).

31 Claim 47 (Currently Amended): The article of manufacture of claim 43[[9]], wherein the computer-readable medium further includes information identifying preferences of a user based on responses by the user to at least one ~~the~~ survey question[[s]].

Claim 48 (Currently Amended): The method of claim 11, wherein the specifying step includes specifying information selected from the group consisting of: a hobby of the unique[[a]] user; spending habits of the unique user; viewing habits of the unique user; demographic information about the unique user; and information concerning a Universal Resource Locator viewed by the unique user.

✓ Claims 49 - 52 (Cancelled).

Claim 53 (Previously presented): The method of claim 22, wherein the monitored activity is at least one of the following: rate of clicking of the user, Universal Resource Locators selected by the user, time on the network for the user, and time the user spent in a chat room.

Claim 54 (Currently Amended): The method of claim 11-23, wherein the specifying operation comprises specifying an executable object selected from ~~is~~ at least one of the following: a game, a program for use in an electronic commerce transaction, and an electronic shopping cart for use in an electronic commerce transaction.

Claim 55 (Previously presented): The method of claim 11, wherein the specifying step comprises specifying the user-profile information for selecting to transmit to the machine at least one of the following selected from the group consisting of: advertising content, sport content, music content, audio content, program suggestions, icons representing particular services, entertainment content, and education content.

31 Claim 56 (Currently Amended): The method of claim 11, wherein the content is transmitted to the machine via at least one hub of a distributed community network utilizing at least one communications medium selected from the group consisting of: the Internet, an intranet, radio frequency broadcast, wireless connection, satellite broadcast, cable, telephone circuit, fiber optics, a public network, and a private network.

✓ Claims 57 - 72 (Cancelled).

Claim 73 (Currently Amended): The method of claim 11, further comprising transmitting a programming signal to a first receiver and at least one address identifying an online information source providing content related to the program to a second receiver, wherein the identified online information source is selected based upon at least one attribute included in the donut.

Claim 74 (Previously presented): The method of claim 73, further comprising the steps of:  
 establishing a communications link between the second receiver and the online information source identified by the address; and  
 receiving an online information segment associated with the programming signal.

Claim 75 (Previously presented): The method of claim 73, wherein the programming signal is transmitted via at least one transmission medium selected from the group consisting of: the



Internet, an intranet, terrestrial broadcast, radio frequency broadcast, cable, satellite broadcast, fiber optics, a telephone circuit, a wireless connection, a public network, and a private network.

Claim 76 (Previously presented): The method of claim 73, wherein the programming signal comprises at least one signal of a form selected from the group consisting of: text, data, graphics, video, audio, animation, video stills, slow frame video, multimedia, and a sequence of individual frames.

Claim 77 (Currently Amended): The method of claim [[21]]24, wherein the dynamically updating step comprises:

~~selectively transmitting survey questions to the user;~~

receiving responses to the at least one survey question[[s]] from the user; and

updating the user-profile information based on the responses of the user.

Claims 78 - 80 (Cancelled).

Claim 81 (Previously presented): The method of claim 31, wherein the executable object is at least one object selected from the group consisting of: a game, a program for use in an electronic commerce transaction, and an electronic shopping cart for use in an electronic commerce transaction.

Claim 82 (Currently Amended): An apparatus for generating a donut ~~compiling and maintaining information~~ for use in routing ~~and transmitting~~ content to a machine via a network comprising:

a means for receiving information for use in generating a donut associated with user ~~profile~~ for a unique user;

a means for specifying in the donut medium, based on the information received, a plurality of attributes as mean value pairs, wherein the attributes include at least one of a

machine, an address associated with the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

a means for storing the donut user-profile information in an hierarchical attribute value pair data structure, ~~the hierarchical attribute value pair data structure further comprising a data structure wherein at least one of the attribute mean value pairs~~ is independent of the hierarchical attribute value pair data structure.

Claim 83 (Currently Amended): The apparatus of claim 82, wherein the apparatus further comprises:

a means for specifying attributes of a user associated with the user-profile information;

and

a means for specifying in the donut ~~a hierarchical structure~~, hierarchical relationships among at least two hierarchical attributes.

Claim 84 (Previously presented): The apparatus of claim 83, wherein the apparatus further comprises a means for specifying information which identifies the user.

✓ Claims 85 – 104 (Cancelled).

Claim 105 (Currently Amended): The apparatus of claim ~~[[82]]~~84, wherein the apparatus further comprises:

a means for selectively transmitting survey questions to the user;

a means for receiving responses to the survey questions from the user; and

a means for updating the user-profile information based on the responses of the user.

Claim 106 (Currently Amended): A computer-readable medium containing programming instructions for controlling a computer system which routes and transmits content to a machine

via a network, by:

receiving information for use in generating a user profile;

X specifying, using the information, an identification of a machine, an address of the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

storing the user-profile information in a donut, wherein the donut includes at least one first mean value pair data structure expressed in an hierarchical relationship with at least one second mean attribute-value pair data structure, the hierarchical attribute-value pair data structure further comprising a data structure wherein any of the mean at least one attribute-value pair data structures may exist is independently of the hierarchical structure relationships between the other mean value pair data structures and is adapted for being shared with at least one second donut machine.

Claim 107 (Currently Amended): The computer-readable medium of claim 106, wherein the instructions further include:

specifying in the donut at least one attribute[[s]] of a user associated with the user-profile information; and

specifying an hierarchical relationships among the attributes ~~in a hierarchical structure.~~

Claim 108 (Previously presented): The computer-readable medium of claim 107, wherein the instruction of specifying attributes of a user associated with the user-profile information further comprises specifying additional information identifying the user.

✓ Claims 109 - 111 (Cancelled).

Claim 112 (Currently Amended): The computer-readable medium of claim ~~[[109]]~~107, wherein the instruction of specifying attributes of a user associated with the user-profile information

further comprises specifying an indication of a directory for use in providing instructions for routing the content.

✓ Claims 113 – 116 (Cancelled).

Claim 117 (Currently Amended): The computer-readable medium of claim ~~[[116]]~~106, wherein the instruction further comprise ~~of~~ dynamically updating the user-profile information by further ~~comprises~~:

monitoring activity of a user associated with the user-profile information; and  
updating the user-profile information based upon the monitored activity.

Claim 118 (Currently Amended): The computer-readable medium of claim ~~[[106]]~~117, wherein the specifying instruction further utilizes the user-profile information to transmit to the machine, at least one type of content selected from the group consisting of: Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, and an executable object.

Claim 119 (Currently Amended): The computer-readable medium of claim ~~[[106]]~~117, wherein the specifying instruction further comprises specifying the user-profile information and selectively transmitting survey questions to the user based upon the user-profile information.

Claim 120 (Previously presented): The computer-readable medium of claim 106, wherein the specifying instruction further comprises specifying the address of at least one device selected from the group consisting of: a personal computer, a television, a cable box, a satellite box, video game console, hand-held computer, and a personal digital assistant.

Claim 121 (Currently Amended): The computer-readable medium of claim 106, wherein the specifying step further comprises specifying at least one of a hobby of a user, a spending habit of

a user, a viewing habit of a user, demographic information of a user, and information concerning a Universal Resource Locator viewed by the user.

Claims 122 - 125 (Cancelled).

Claim 126 (Currently Amended): The computer-readable medium of claim 117, wherein the monitored activity is at least one selected from the group consisting of: a rate of clicking by the user, a Universal Resource Locator selected by the user, a time on the network for the user, and a time spent in a chat room by the user.

Claim 127 (Cancelled).

Claim 128 (Previously presented): The computer-readable medium of claim 106, wherein the specifying step further comprises utilizing the user profile information to select the content to transmit to the machine, wherein the content is at least one type of content selected from the group consisting of: advertising content, sport content, music content, audio content, program suggestions, icons representing particular services, entertainment content, and education content.

Claim 129 (Cancelled).

Claim 130 (Currently Amended): A computer-readable medium containing programming instructions which control a computer system, the computer system being used to route and transmit content to a machine via a network, by:

establishing a network connection to a machine;

accessing via the network, a donut, wherein the donut includes at least one mean value pair data structure identifying at least one user-profile attribute, a mean value pair data structuring identifying a machine associated with the user's mean value pair data structure identifying an address of the machine, and an identification of hierarchical relationships among

~~the at least one user-profile attribute hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adaptable for sharing with at least one second machine; and~~

transmitting information, via the network connection, which specifies an identification of the machine in the mean value pair data structure, an address of the machine, and at least one unique user-profile attribute information for use in determining a type of content to transmit to the machine.

Claim 131 (Currently Amended): The computer-readable medium of claim 130, wherein the instructions further comprise storing at least one of the mean value pair data structures in a memory associated with at least one of the machine and a server accessed via the network.

Claim 132 (Cancelled).

Claim 133 (Currently Amended): The computer-readable medium of claim 130, wherein the instructions further comprise dynamically updating at least one mean value pair data structure ~~the user profile information~~.

Claim 134 (Currently Amended): The computer-readable medium of claim 133, wherein the instruction of dynamically updating the at least one mean value pair data structure ~~user profile information~~ comprises:

monitoring activity ~~of a user~~ associated with the mean value pair data structure ~~user profile information~~; and

updating the mean value pair data structure ~~user profile information~~ based upon the monitored activity.

Claim 135 (Currently Amended): The computer-readable medium of claim 130, wherein the instructions further comprises selecting, based upon at least one mean value pair data structure included in the donut ~~the user profile information~~ for transmission to the machine, at least one ~~incidence of information selected from the group consisting of:~~ information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, and an executable object.

Claim 136 - 148 (Cancelled).

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